

PROCESS FOR PSA RELEASE FOR AIR QUALITY JULY 2002

IDENTIFIED NEED

During times of wildfire, air quality is impacted to varying degrees within the jurisdiction. To fulfill the function of assuring a safe, healthy environment for people (Standards EH2.2.2 and .4), the CDHD has collaborated with the US Forest Service and the Department of Ecology to assure that timely, objective information is available to the public during times of an emergency/natural event. This information can assist the public to make good decisions to promote their individual health based upon concentrations of particulate matter in the air and the projected smoke forecast.

IDENTIFIED OUTCOME

A public service announcement will be released at least each work day during periods of impacted air quality to meet needs of the community. (Special needs on the weekends will be evaluated and planned for at the time.) This PSA will be released to the Wenatchee World by 10:00 AM if possible to meet the deadline for news going to press.

PSA's will be FAXed or emailed to other media and community leaders within the affected community on a daily basis for the duration of the impact.

PROCESS

1. PHONE CONFERENCE AT 9:00 AM

Call conference bridge @ 360-357-2900 (Ext.7934#)

A phone conference will be held at 9:00 AM with DOE contacts to analyze data gathered from nephelometers the previous 24 hours and the weather forecast for the next 24 hour period. This information is combined with information from the fire behavior specialist (gathered by DOE meteorologist) which projects the fire behavior in conjunction with the weather forecast.

2. DEVELOP NEWS RELEASE

A news release is developed following the conference call and submitted to the appropriate community partners. Meet 10:00 AM press deadline for Wenatchee World.

3. FAX PUBLIC SERVICE ANNOUNCEMENTS

Public service announcement to all applicable individuals, including the Chelan Chamber of Commerce, Lake Chelan Hospital, Lake Chelan Clinic, Regency Manor (long term care facility), KOZI radio station, US Forest Service at Lake Chelan District Ranger Station.

4. ADD CURRENT PSA TO HEALTH DISTRICT WEBSITE

Greg Story will place PSA on web site during impacted period on Monday through Friday.

5. EMAIL PSA TO PARTNERS FOR ENHANCED COMMUNICATION

- DOE
 - Dick Stender, DOE Meteorologist
 - Will Strand, DOE Contact at Yakima
 - Clint Bowman, DOE
- USFS
 - Tom Robison Supervisor's Office
 - Janice Peterson, Regional Air Quality
 - Ken Dull, Lake Chelan RD
 - Nick Mickel, Lead Information Officer (DC 7/25)
 - Chuck Dickson, Lead Information Officer#2
- LHJ
 - Lori Albert, Okanogan
 - Randy Phillips, CDHD
 - Greg Story, CDHD
 - Ila Mae Culp, CDHD
 - Pat Graham, CDHD
 - Consider ALL so that staff is informed.

6. CONSIDER PHONE MESSAGE FOR WEEKEND